



architecture
planning
interiors

Senior Marketing Coordinator

Job Description:

BCA Architects is looking for a Senior Marketing Coordinator with 5+ years' experience in the A/E/C industry to work in collaboration with BCA's President and our marketing department. The location of this person would ideally work out of the Sacramento office; however, BCA also has offices in San Jose and Southern California and this individual may work on initiatives and travel to various clients and BCA offices as necessary. Along with the management team, the person who holds this position is responsible for helping to champion BCA's marketing and business development strategy and implementation.

BCA Offers a Competitive Benefits and Compensation Package, including:

- Support of professional memberships and events
- Flexible work hours
- Collaborative work environment
- Incentive-based bonuses
- Medical/Dental/Vision coverage
- Disability
- Life insurance
- Paid holidays
- Vacation
- Worker's compensation

Job Requirements:

- Management of the project proposal process
 - Lead tracking (online and email based subscriptions, consultant and contractor relationships, etc.)
 - Go/No Go evaluations
 - SOQ/Proposal triage process, including identification of long lead items
 - SOQ/Proposal development, including management of all deliverables and directing/delegating tasks to others as needed (coordinating with consultants; distributing tasks to President, CEO, COO and Project Managers; delegating to Project Administrators; etc.)
 - Interview preparation and possible participation
 - Post-proposal analysis (transfer of data to marketing library, etc.)
- Hit rate tracking for all markets
- Management and graphic design of collateral pieces – development of graphics and content for brochures, project postcards, etc. (with leadership from the Marketing/BD Manager)
- Maintenance of firm “Boilerplate,” such as the following:
 - Firm information and data
 - Master resumes
 - Master project sheets
 - Proposal narratives
 - Project data
 - Etc.

- Registration for and attendance at conferences, industry and professional association events, etc.
- Preparation of design award submittals and associated coordination (includes “Best of,” etc.)
- Coordination of event sponsorships
- Coordination of client appreciation events (sports events, meals, etc.)
- Management of Deltek Vision database related to marketing information
- Maintaining the network file structure
- Organizing/Assisting with staff appreciation event(s)
- Management of marketing supplies – ordering marketing materials, business cards, stationary, etc.
- Management of office periodical subscriptions (Business Journals, magazines, etc.)
- Management of articles and advertising – media outreach and coordination, tracking editorial calendars, etc. (with leadership from the Marketing/BD Manager)
- Management of in-office client hospitality elements (refreshments, glassware, etc.)
- Coordination of client gifts and recognition
- Management of photography – project photography and staff headshots

Requirements:

- 5+ years’ marketing experience in the A/E/C industry
- College degree in Marketing, Communications, and/or Business Management
- Expertise in marketing software platforms, such as the Adobe Creative Suite, Deltek Vision, etc.
- Any certifications related to technical writing, graphic and web design are a plus

Competencies Related to this Position:

- “Worker/Doer/Seller”
- Positive/People-oriented attitude
- Self-motivated (without need for daily management)
- Exceptional communication skills, both internal and external
- Strong writing ability
- Strong graphic arts ability
- Superior organizational, planning and prioritization skills
- Motivational leadership skills
- Interpersonal skills – integrity, role-model, team-player, supportive
- Handles pressure well
- Assertive
- Strong decision making skills
- Goal oriented
- Strong energy and proven hard worker
- Desire to create a hard working but fun loving office culture!

This position would serve as the primary “in-house” staff person for the Marketing Department at BCA.

Applications should be directed to:

Brian Whitmore, AIA, LEED AP - President
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